What is claimed is:

1.   A method, comprising:

associating a monetary ticket with a targeted type of slot machine;

reading a monetary ticket by a ticket reader associated with a current slot

machine; and

crediting the monetary ticket, if the current slot machine is of the targeted type of

slot machine.

2.   A method as recited in claim 1, further comprising:

associating the monetary ticket with a targeted individual;

reading an inserted loyalty card and identifying a particular patron from the

loyalty card;

before the crediting, checking if the particular patron is compatible with the

targeted individual, and the crediting is performed if the particular patron is compatible

with the targeted individual.

3.   A method as recited in claim 1, further comprising before the crediting, checking

if a current time falls within a targeted time period and the crediting is performed if the

current time falls within the targeted time period.

4.   A method as recited in claim 1, wherein the targeted type comprises a

denomination range.

5.   A method, comprising:

associating a monetary ticket with a period of time;

reading the monetary ticket by a ticket reader associated with a slot machine; and

crediting the monetary ticket, if a current time falls between the period of time.

6.   An apparatus for targeting monetary tickets, the apparatus comprising:

a slot machine ticket reader associated with a slot machine, the ticket reader

reading an identification number on a monetary ticket, the identification number

associated with a monetary ticket record comprising a target slot type field;

an identification unit connected to the slot machine providing slot machine

identification information;

a comparing unit inputting and comparing the target slot type field and a current

slot machine type generated from the slot machine identification information, and if the

slot type field is compatible with the current slot machine type, then triggering an

acceptance of the monetary ticket.

7.   A method as recited in claim 6, wherein the slot type field represents a

denomination of the machine.

8.   The apparatus as recited in claim 6, further comprising a slot machine database

receiving the slot machine identification information and returning the current slot

machine type.

9. An apparatus as recited in claim 6, wherein the slot machine type is used by the comparing unit to perform the comparing.

10. An apparatus as recited in claim 6, further comprising cashing out a second monetary ticket targeted to the targeted type of slot machine.

11. A method, comprising:

    assigning a monetary ticket a cashable portion and a noncashable portion;

    allowing a player to gamble with both the cashable portion and the noncashable portion.

12. A method as recited in claim 11, further comprising allowing the player to receive cash for the cashable portion, but not the noncashable portion.

13. A method as recited in claim 11 further comprising, receiving a ticket out request, and issuing a new ticket with an updated cashable portion and a noncashable portion.

14. A method, comprising:

    assigning a monetary ticket a dollar amount with a playthrough requirement;

    crediting a machine game with credits equal to the dollar amount; and

    allowing a player to gamble with the credits.

15. A method as recited in claim 14, further comprising:

allowing the player to receive cash for the credits when the player has wagered a predetermined amount using the ticket.

16. A method as recited in claim 15, wherein the received cash comprises the dollar amount and any winnings.

17. A method as recited in claim 15, wherein the received cash comprises winnings from the dollar amount, but not including the dollar amount itself.

18. A method as recited in claim 14, further comprising receiving a ticket out request and issuing a ticket with an updated playthrough requirement.

19. A method as recited in claim 14, further comprising receiving a ticket out request and issuing a standard ticket after the player has met the playthrough requirement.

20. A method, comprising:

assigning a monetary ticket a dollar amount;

designating the monetary ticket as a special paytable ticket;

crediting the dollar amount into a gaming machine; and

playing a gambling game using a modified paytable designated by the monetary ticket.

21.   A method as recited in claim 20, further comprising:

receiving a ticket out request from the gaming machine; and

issuing a monetary ticket designated as the special paytable ticket reflecting a

current amount of credits on the gaming machine.

22.   A method as recited in claim 20, further comprising restricting use of the ticket to

a particular patron.

23.   A method, comprising:

reading a monetary ticket associated with a gaming machine;

associating the monetary ticket with a respective record; and

triggering a special software routine on the gaming machine if the record indicates

the ticket is for a special promotional mode.

24.   A method, comprising:

assigning a monetary ticket a value;

not disclosing the value to a recipient of the ticket; and

displaying the value of the ticket when the ticket is inserted into a machine.

25.   A method, comprising:

reviewing a database of player's histories;

identifying selected players based on a player's respective history and

predetermined criteria;

and issuing the selected players a special promotional ticket.

26. A method comprising:

downloading a downloadable software module to a slot machine;

storing an identity of the downloadable software module;

receiving a ticket;

determining if the ticket has a special operation for a particular game; and

performing the special operation if an identity of the downloadable software

module is compatible with the particular game.

27. An apparatus, comprising:

a host connected to a machine database storing a status of a plurality of gaming

machines; and

a gaming machine transmitting a ticket in request to the host,

wherein the database updates a status of the gaming machine depending on a type

of the ticket.

28. A ticket redemption apparatus, comprising:

a ticket reader reading a ticket;

a rules locator locating the ticket's respective rules in a respective record in a

database;

a determining unit determining if the ticket has met proper conditions for cashout;

and

a rejection unit, if the ticket has not met the proper conditions for cashout, rejecting the ticket for cashout and returning the ticket to a player.

29. A ticket marketing apparatus, comprising:

a marketing database comprising ticket messages, the marketing database selecting a selected one of the ticket messages;

a host transmitting the selected ticket message to a ticket reader/writer for inclusion on a ticket.

30. An apparatus as recited in claim 30, wherein the ticket messages are random fortunes.

31. An apparatus as recited in claim 30, wherein the selected ticket message is directed to a patron at a particular slot machine.

32. An apparatus as recited in claim 30, wherein the selected ticket message is selected based on a current time.